

OHEP ANNUAL OUTREACH PLAN TEMPLATE PROGRAM MONTH / YEAR

Fiscal Year _____

AGENCY:

RESPONSIBLE PERSON:

Sample – how to complete this report

OBJECTIVE –

The objective of our Outreach activities this year is to increase application/brochure distribution by -% from last year's. We plan to increase outreach activities among seniors and disabilities groups.

TASK(s) –

Task #1: Expos – Table at Howard Co. Community Fair

Task #2: OHEP open House announcing new program year

OUTREACH ACTIVITIES BY POPULATION/COMMUNITY AGENCIES –

Task #1: Targeted Population – Low-income families in the Allegany area who listens to Radio

Task #2: 100,000 families with middle age school kids at George Washington Middle school

OUTREACH METHODOLOGY –

Task #1: Advertisements - four weeks of 2 minutes air time campaign voice over

Task#2: Mass Mailings - 100,000 brochures, 2 large size posters

Task #3: Presentation at Disability Advocates Conference/

SPECIAL PLANNED OUTREACH ACTIVITIES –

Conducted Energy Week campaign with Washington Gas -

Participated in Home Depot Energy Expo

Total staff time – 10 hours

Total Funds used - \$250 – (only report direct funds expended)

Total number of materials: 200,000 brochures, 200,000 applications, 10 posters, 100 give-a-ways

MONTHLY SCHEDULE OF ACTIVITIES –

July – Conducted 2 Expos with BEG

Conducted site visits of 4 senior centers

Aug- Media Campaign – radio and newspaper

Visited and distributed 300,000 brochures to 4 middle schools

Note: the outreach log can be used as an extension of your plan. Set-up a tracking template and assign this duty to someone in your agency to record this information as the event takes place. It will make your reporting experience so much easier!

Due Date for this report is August 5, of each year.